



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

Crossroads Media-Alexandria
66 Canal Center Plaza
Ste 555
Alexandria, VA 22314

Contract # 1400736

Schedule Dates

10/30/12-11/05/12

Advertiser

American Crossroads (41509)

Agency

Crossroads Media-Alexandria (2097)

Product

POLITICAL CANDIDATE SUPER PAC (ns) (1386)

Brand

AMER CROSSROAD 10/30 (462055)

Salesperson

TeleRep/Dc, Washington DC (2995)

Sales Office

TeleRep Washington DC

Buyer Name

SANTUOSO, MICHELLE

Phone/Fax

/

CPE

11/27/1274

Account Types

National/Political Issue Agency BRD

Billing Type

Weekly/Irregular

Comments

AMER CROSSROAD 10/30

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/25/12

Last Modified

Entered By Nancy Brutus

CO-OP No

Headline # 06395726

Demo A35+R

Order Type Normal

Package Deal

Commission % 15.00

Commission \$10,788.75

Net Total \$61,136.25

Sales Tax

West Palm Beach (WPEC)

By Broadcast Month Spots

Nov. 2012 60

Grand Total: 60

Rate
\$71,925.00
\$71,925.00

NB
10/25/12

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 1.0	Unapproved (NewL) / SPOT	11/02/12-11/02/12	3	:30	10A-11A (EST)						1			1	\$425.00	\$425.00	West Palm Beach (WPEC)		10/25/12
Est 2.0	Unapproved (NewL) / Prime	11/02/12-11/02/12	3	:30	10P- CBS-Blue Bloods (Friday)						1			1	\$3,750.00	\$3,750.00	West Palm Beach (WPEC)		10/25/12
Est 3.0	Unapproved (NewL) / SPOT	11/02/12-11/02/12	3	:30	11:35P- 12:35A (EST)						1			1	\$425.00	\$425.00	West Palm Beach (WPEC)		10/25/12
Est 4.0	Unapproved (NewL) / SPOT	11/02/12-11/02/12	3	:30	12P- 12:30P (EST)						1			1	\$650.00	\$650.00	West Palm Beach (WPEC)		10/25/12
Est 5.0	Unapproved (NewL) / SPOT	11/02/12-11/02/12	3	:30	4P- 5P (EST)						1			1	\$650.00	\$650.00	West Palm Beach (WPEC)		10/25/12
Est 6.0	Unapproved (NewL) / SPOT	11/02/12-11/02/12	3	:30	5:30A- 6A (EST)						1			1	\$650.00	\$650.00	West Palm Beach (WPEC)		10/25/12
Est 7.0	Unapproved (NewL) / SPOT	11/02/12-11/02/12	3	:30	5:30P- 6P (EST)						1			1	\$950.00	\$950.00	West Palm Beach (WPEC)		10/25/12
Est 8.0	Unapproved (NewL) / SPOT	11/02/12-11/02/12	3	:30	6:30P- 7P (EST)						1			1	\$1,500.00	\$1,500.00	West Palm Beach (WPEC)		10/25/12
Est 9.0	Unapproved (NewL) / SPOT	11/02/12-11/02/12	3	:30	7A- 9A (EST)						1			1	\$425.00	\$425.00	West Palm Beach (WPEC)		10/25/12
Est 10.0	Unapproved (NewL) / SPOT	11/02/12-11/02/12	3	:30	7:30P- 8P (EST)						1			1	\$650.00	\$650.00	West Palm Beach (WPEC)		10/25/12
Est 11.0	Unapproved (NewL) / Prime	11/02/12-11/02/12	3	:30	8P- CBS-Undercover Boss (Friday)						1			1	\$2,000.00	\$2,000.00	West Palm Beach (WPEC)		10/25/12
Est 12.0	Unapproved (NewL) / SPOT	11/02/12-11/02/12	3	:30	9A- 10A (EST)						1			1	\$375.00	\$375.00	West Palm Beach (WPEC)		10/25/12

CONFIRMATION CONTRACT

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Date:

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Agency Crossroads Media-Alexandria (2097)
Product POLITICAL CANDIDATE SUPER PAC (ns) (1386)
Brand AMER CROSSROAD 10/30 (462055)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name SANTUOSO, MICHELLE
Phone/Fax /
CPE 11/27/1274
Account Types National/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments AMER CROSSROAD 10/30
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/25/12
Last Modified
Entered By Nancy Brutus
CO-OP No
Headline # 06395726
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$10,788.75
Net Total \$61,136.25
Sales Tax

West Palm Beach (WPEC)
By Broadcast Month

Month	Spots	Rate
Nov. 2012	60	\$71,925.00
Grand Total:	60	\$71,925.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 13.0	Unapproved (NewL) / Prime	11/05/12-11/05/12	3	:30	10P- CBS-Hawaii Five-O (Monday)	1								1	\$3,750.00	\$3,750.00	West Palm Beach (WPEC)		10/25/12
Est 14.0	Unapproved (NewL) / SPOT	11/05/12-11/05/12	3	:30	11P- 11:35P (EST)	1								1	\$1,300.00	\$1,300.00	West Palm Beach (WPEC)		10/25/12
Est 15.0	Unapproved (NewL) / SPOT	11/05/12-11/05/12	5	:30	12:30P- 4P (EST)	1								1	\$550.00	\$550.00	West Palm Beach (WPEC)		10/25/12
Est 16.0	Unapproved (NewL) / SPOT	11/05/12-11/05/12	3	:30	5A- 5:30A (EST)	1								1	\$375.00	\$375.00	West Palm Beach (WPEC)		10/25/12
Est 17.0	Unapproved (NewL) / SPOT	11/05/12-11/05/12	3	:30	5P- 5:30P (EST)	1								1	\$950.00	\$950.00	West Palm Beach (WPEC)		10/25/12
Est 18.0	Unapproved (NewL) / SPOT	11/05/12-11/05/12	3	:30	6P- 6:30P (EST)	1								1	\$1,125.00	\$1,125.00	West Palm Beach (WPEC)		10/25/12
Est 19.0	Unapproved (NewL) / SPOT	11/05/12-11/05/12	3	:30	6A- 7A (EST)	1								1	\$650.00	\$650.00	West Palm Beach (WPEC)		10/25/12
Est 20.0	Unapproved (NewL) / SPOT	11/05/12-11/05/12	3	:30	7P- 7:30P (EST)	1								1	\$950.00	\$950.00	West Palm Beach (WPEC)		10/25/12
Est 21.0	Unapproved (NewL) / SPOT	11/05/12-11/05/12	3	:30	9A- 10A (EST)	1								1	\$375.00	\$375.00	West Palm Beach (WPEC)		10/25/12
Est 22.0	Unapproved (NewL) / Football	11/03/12-11/03/12	4	:30	8P- Sports-CBS SEC Football	1								1	\$1,500.00	\$1,500.00	West Palm Beach (WPEC)		10/25/12
Est 23.0	Unapproved (NewL) / SPOT	11/03/12-11/03/12	3	:30	11P- 11:35P (EST)	1								1	\$1,300.00	\$1,300.00	West Palm Beach (WPEC)		10/25/12
Est 24.0	Unapproved (NewL) / SPOT	11/03/12-11/03/12	3	:30	11:35P- 12:05A (EST)	1								1	\$375.00	\$375.00	West Palm Beach (WPEC)		10/25/12
Est 25.0	Unapproved (NewL) / SPOT	11/03/12-11/03/12	3	:30	6A- 7A (EST)	1								1	\$275.00	\$275.00	West Palm Beach (WPEC)		10/25/12

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Phone/Fax /

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Comments AMER CROSSROAD 10/30

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Last Modified

Entered By Nancy Britus

CO-OP No

Headline # 06395726

Demo A35+R

Order Type Normal

Package Deal

Commission % 15.00

Commission \$10,788.75

Net Total \$61,136.25

Sales Tax

West Palm Beach (WPEC)

By Broadcast Month Spots

Nov. 2012 60

Grand Total: 60

Rate
\$71,925.00
\$71,925.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 26.0	Unapproved (NewL) / SPOT	11/03/12-11/03/12	3	:30	7P- 7:30P (EST)							1		1	\$650.00	\$650.00	West Palm Beach (WPEC)		10/25/12
Est 27.0	Unapproved (NewL) / SPOT	11/03/12-11/03/12	3	:30	7A- 9A (EST)							1		1	\$650.00	\$650.00	West Palm Beach (WPEC)		10/25/12
Est 28.0	Unapproved (NewL) / Football	11/03/12-11/03/12	3	:30	8P- Sports-CBS SEC Football							1		1	\$3,750.00	\$3,750.00	West Palm Beach (WPEC)		10/25/12
Est 29.0	Unapproved (NewL) / SPOT	11/04/12-11/04/12	3	:30	10:30A- 11:30A (EST)								1	1	\$950.00	\$950.00	West Palm Beach (WPEC)		10/25/12
Est 30.0	Unapproved (NewL) / SPOT	11/04/12-11/04/12	3	:30	7P- 8P (EST)								1	1	\$5,600.00	\$5,600.00	West Palm Beach (WPEC)		10/25/12
Est 31.0	Unapproved (NewL) / SPOT	11/04/12-11/04/12	3	:30	8A- 9A (EST)								1	1	\$375.00	\$375.00	West Palm Beach (WPEC)		10/25/12
Est 32.0	Unapproved (NewL) / SPOT	11/04/12-11/04/12	3	:30	9A- 10:30A (EST)								1	1	\$1,675.00	\$1,675.00	West Palm Beach (WPEC)		10/25/12
Est 33.0	Unapproved (NewL) / SPOT	11/01/12-11/01/12	3	:30	11P- 11:35P (EST)								1	1	\$1,300.00	\$1,300.00	West Palm Beach (WPEC)		10/25/12
Est 34.0	Unapproved (NewL) / SPOT	11/01/12-11/01/12	5	:30	12:30P- 4P (EST)								1	1	\$550.00	\$550.00	West Palm Beach (WPEC)		10/25/12
Est 35.0	Unapproved (NewL) / SPOT	11/01/12-11/01/12	3	:30	5A- 5:30A (EST)								1	1	\$375.00	\$375.00	West Palm Beach (WPEC)		10/25/12
Est 36.0	Unapproved (NewL) / SPOT	11/01/12-11/01/12	3	:30	5P- 5:30P (EST)								1	1	\$950.00	\$950.00	West Palm Beach (WPEC)		10/25/12
Est 37.0	Unapproved (NewL) / SPOT	11/01/12-11/01/12	3	:30	6P- 6:30P (EST)								1	1	\$1,125.00	\$1,125.00	West Palm Beach (WPEC)		10/25/12
Est 38.0	Unapproved (NewL) / SPOT	11/01/12-11/01/12	3	:30	6A- 7A (EST)								1	1	\$650.00	\$650.00	West Palm Beach (WPEC)		10/25/12

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West Palm Beach (WPEC)

By Broadcast Month Spots

Nov. 2012 60

Grand Total: 60

Rate \$71,925.00

\$71,925.00

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Est 39.0	Unapproved (NewL) / SPOT	11/01/12-11/01/12	3	:30	7P-7:30P (EST)					1				1	\$950.00	\$950.00	West Palm Beach (WPEC)		10/25/12
Est 40.0	Unapproved (NewL) / Prime	11/01/12-11/01/12	3	:30	8P-9P (EST)					1				1	\$5,600.00	\$5,600.00	West Palm Beach (WPEC)	BIG BANG/2.5 MEN	10/25/12
Est 41.0	Unapproved (NewL) / SPOT	11/01/12-11/01/12	3	:30	9A-10A (EST)					1				1	\$375.00	\$375.00	West Palm Beach (WPEC)		10/25/12
Est 42.0	Unapproved (NewL) / SPOT	10/30/12-10/30/12	3	:30	11P-11:35P (EST)			1						1	\$1,300.00	\$1,300.00	West Palm Beach (WPEC)		10/25/12
Est 43.0	Unapproved (NewL) / SPOT	10/30/12-10/30/12	5	:30	12:30P-4P (EST)			1						1	\$550.00	\$550.00	West Palm Beach (WPEC)		10/25/12
Est 44.0	Unapproved (NewL) / SPOT	10/30/12-10/30/12	3	:30	5A-5:30A (EST)			1						1	\$375.00	\$375.00	West Palm Beach (WPEC)		10/25/12
Est 45.0	Unapproved (NewL) / SPOT	10/30/12-10/30/12	3	:30	5P-5:30P (EST)			1						1	\$950.00	\$950.00	West Palm Beach (WPEC)		10/25/12
Est 46.0	Unapproved (NewL) / SPOT	10/30/12-10/30/12	3	:30	6P-6:30P (EST)			1						1	\$1,125.00	\$1,125.00	West Palm Beach (WPEC)		10/25/12
Est 47.0	Unapproved (NewL) / SPOT	10/30/12-10/30/12	3	:30	6A-7A (EST)			1						1	\$650.00	\$650.00	West Palm Beach (WPEC)		10/25/12
Est 48.0	Unapproved (NewL) / SPOT	10/30/12-10/30/12	3	:30	7P-7:30P (EST)			1						1	\$950.00	\$950.00	West Palm Beach (WPEC)		10/25/12
Est 49.0	Unapproved (NewL) / Prime	10/30/12-10/30/12	3	:30	8P-CBS-NCIS (Tuesday)			1						1	\$7,500.00	\$7,500.00	West Palm Beach (WPEC)		10/25/12
Est 50.0	Unapproved (NewL) / SPOT	10/30/12-10/30/12	3	:30	9A-10A (EST)			1						1	\$375.00	\$375.00	West Palm Beach (WPEC)		10/25/12
Est 51.0	Unapproved (NewL) / SPOT	10/31/12-10/31/12	3	:30	10A-11A (EST)				1					1	\$425.00	\$425.00	West Palm Beach (WPEC)		10/25/12
Est 52.0	Unapproved (NewL) / SPOT	10/31/12-10/31/12	3	:30	11:35P-12:35A (EST)				1					1	\$425.00	\$425.00	West Palm Beach (WPEC)		10/25/12

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West Palm Beach (WPEC)
By Broadcast Month
Nov. 2012
Spots 60
Rate \$71,925.00
Grand Total: 60 \$71,925.00

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Est 53.0	Unapproved (NewL) / SPOT	10/31/12-10/31/12	3	:30	12P-12:30P (EST)				1					1	\$650.00	\$650.00	West Palm Beach (WPEC)		10/25/12
Est 54.0	Unapproved (NewL) / SPOT	10/31/12-10/31/12	3	:30	4P-5P (EST)				1					1	\$650.00	\$650.00	West Palm Beach (WPEC)		10/25/12
Est 55.0	Unapproved (NewL) / SPOT	10/31/12-10/31/12	3	:30	5:30A-6A (EST)				1					1	\$650.00	\$650.00	West Palm Beach (WPEC)		10/25/12
Est 56.0	Unapproved (NewL) / SPOT	10/31/12-10/31/12	3	:30	5:30P-6P (EST)				1					1	\$950.00	\$950.00	West Palm Beach (WPEC)		10/25/12
Est 57.0	Unapproved (NewL) / SPOT	10/31/12-10/31/12	3	:30	6:30P-7P (EST)				1					1	\$1,500.00	\$1,500.00	West Palm Beach (WPEC)		10/25/12
Est 58.0	Unapproved (NewL) / SPOT	10/31/12-10/31/12	3	:30	7A-9A (EST)				1					1	\$425.00	\$425.00	West Palm Beach (WPEC)		10/25/12
Est 59.0	Unapproved (NewL) / SPOT	10/31/12-10/31/12	3	:30	7:30P-8P (EST)				1					1	\$650.00	\$650.00	West Palm Beach (WPEC)		10/25/12
Est 60.0	Unapproved (NewL) / SPOT	10/31/12-10/31/12	3	:30	9A-10A (EST)				1					1	\$375.00	\$375.00	West Palm Beach (WPEC)		10/25/12

Date:

Accepted-Station:

Date:

Comments:

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Stephanie Maroney

do hereby request station time concerning the following issue:

American Crossroads 1401 New York Avenue Suite 1200 Washington, DC 20005 Treasurer: Margee Clancy
--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

WPEC #1400736

Total Charges: \$71,925*
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This broadcast time will be used by: American Crossroads

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

8/31/12 Steph Mury 703-299-1760
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

Lillie K. Roberts Lillie K. Roberts Sales Director
Signature Printed Name Title



RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: American Crossroads PARTY: _____

OFFICE/DESCRIPTION: Issue ELECTION DATE: 11/6/12

INQUIRY MADE BY: Emily Mithorn
Candidate Manager Agency Committee (circle one)

ADDRESS: Crossroads Media - Alexandria
46 Canal Ctr. Plaza, Suite 555
Alexandria, VA 22314

PHONE: _____ FAX: _____

EMAIL: _____

Information Requested: Avails & Rates

Final Disposition: Order Placed \$71,925=

If Committee, list officers and position: Treasurer: Margee Clancy

TAKEN BY: Cheyl Blair / DATE: _____ TIME: _____
T Rep Wash